

Press Release

## **BPI shares 3 simple steps towards personal financial wellness**

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Bank of the Philippine Islands (BPI) gave out a three-pronged approach to financial wellness during this year's AmCham Business Leadership Program.

BPI Consumer Bank Marketing & Digital Platforms Head Mariana Zobel de Ayala pointed out that their market research studies have shown that among the top financial concerns of Gen Z are having no debt, having financial independence, and wanting to give back to family and those in need. To help address these, she shared 3 tips for financial wellness:

1. **Build for your future**
2. **Prepare for spend & splurge**
3. **Invest in stability**

First, building for your future requires assessing your revenue streams. Mariana said, "See yourself as your own business. Understand where you might have income coming from and how much you can expect from each." After which is planning for your monthly needs by forecasting your spending, determining your savings goal, putting your savings to work, and then monitoring and adjusting accordingly.

"Find the appropriate vehicles for your hard-earned money to make sure that you make money on that hard-earned money," she said. "Goals change, the market changes. Be disciplined in tracking your budget so you could adjust and ensure your goals are being met."

Second, prepare for spend and splurge by supporting lifestyle needs and long-term aspirations through an effective cash flow management. "There's no right or wrong approach to saving. It's really dependent on your lifestyle and own savings aspirations. You are entitled to enjoying the things that bring you joy. Anything put towards savings is good," said Mariana.

She shared helpful features of BPI Online and Mobile app to manage cash flow including convenient bills payment, registration of billers and payees, BPI QR code that allows customers to personalize the amount and notes for easier reference, and their card control feature to limit spending.

Last, investing in stability means managing life's uncertainties alongside institutions that have strategic foresight. According to Mariana, "stability is not just about insurance, it is also about making the right choices." Beyond knowing your insurance options, stability involves keeping your money safe and choosing the right banking partner for your security. BPI's digital banking enables account security through features such as logging in via biometrics and e-commerce access management.

Mariana said that the bank's "*Dali*-gital Banking" owes to the fact that personal finance management should be quick and easy when you partner with BPI.

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